

1     **WHAT IS CLAIMED IS:**

2     1. A method for disseminating advertising messages to consumers, which method  
3     comprises:

4         (a) packaging a product in a pouch container having an advertising message  
5             associated therewith which may be viewed by a consumer;

6         (b) distributing said packaged product with said advertising message to a consumer  
7             outlet; and

8         (c) distributing said packaged product with said advertising message to consumers  
9             associated with said consumer outlets, thereby disseminating said advertising  
10            message to said consumers;

11        (d) wherein said pouch container comprises one or more flexible imprintable  
12            substrate sheets; wherein said substrate sheets comprise collectively:

13            i) one or more pouch sections defining a sealed volume accommodating a  
14               product therein, said pouch sections being provided on one or more of said  
15               substrate sheets; and

16            ii) a message section providing a substrate on which a message may be  
17               imprinted, said message section being provided on one of said substrate sheets  
18               and being connected to at least one of said pouch sections;

19            iii) wherein said message section is separable from said pouch sections without  
20               compromising the integrity of said sealed volume, whereby said advertising  
21               message may be removed from said sealed volume and viewed by a consumer.

22     2. The method of claim 1, wherein said consumer outlet is a food service establishment.

23     3. The method of claim 1, wherein said product is a single-serve food product.

24     4. The method of claim 1, wherein said advertising message pertains to a product or  
25     service other than said packaged product.

26     5. A method for disseminating advertising messages to a target consumer group, which  
27     method comprises:

28         (a) packaging a product in a pouch container having associated therewith an  
29             advertising message pertaining to products or services other than said packaged  
30             product, said advertising message being intended for a target consumer group;

- 1 (b) packaging said packaged product in a shipping carton having a machine readable  
2 indicator uniquely associated with said advertising message;
- 3 (c) reading said indicator and in response thereto shipping said carton to consumer  
4 outlets associated with said target consumer group, whereby said packaged  
5 product may be distributed to consumers thereby disseminating said advertising  
6 message.
- 7 6. The method of claim 5, wherein said consumer outlet is a food service establishment.
- 8 7. The method of claim 5, wherein said product is a single-serve food product.
- 9 8. A product packaged in a pouch container, said pouch container comprising one or  
10 more flexible imprintable substrate sheets; wherein said substrate sheets comprise  
11 collectively:
- 12 (a) one or more pouch sections defining a sealed volume accommodating a product  
13 therein, said pouch sections being provided on one or more of said substrate  
14 sheets; and
- 15 (b) a message section providing a substrate on which a message may be imprinted,  
16 said message section being provided on one of said substrate sheets and being  
17 connected to at least one of said pouch sections;
- 18 (c) wherein said message section is separable from said pouch sections without  
19 compromising the integrity of said sealed volume, whereby said advertising  
20 message may be removed from said sealed volume and viewed by a consumer.
- 21 9. The packaged product of claim 8, wherein said pouch container comprises a substrate  
22 sheet providing at least one said pouch section and said message section, wherein said  
23 message section is separable from said pouch section by cutting or tearing said  
24 substrate sheet along the boundary between said pouch and message sections.
- 25 10. The packaged product of claim 8, wherein said pouch container comprises one or  
26 more pouch substrate sheets providing said pouch sections and a message substrate  
27 sheet providing said message section, wherein said message sheet is removably  
28 affixed to the exterior surface of one of said pouch sheets.
- 29 11. The packaged product of claim 8, wherein said pouch section has a length of 1.75  
30 inches or less and a width of 3.75 inches or less.

- 1 12. The packaged product of claim 11, wherein said pouch section and message section  
2 have a total imprintable area of at least about 19.7 in<sup>2</sup>.
- 3 13. The packaged product of claim 8, wherein said pouch section has a length of 2 inches  
4 or less and a width of 3.75 inches or less.
- 5 14. The packages product of claim 13, wherein said pouch section and message section  
6 have a total imprintable area of at least about 22.5 in<sup>2</sup>.
- 7 15. The packaged product of claim 8, wherein said pouch section has a length of 2.5  
8 inches or less and a width of 4 inches or less.
- 9 16. The packaged product of claim 15, wherein said pouch section and message section  
10 have a total imprintable area of at least about 30 in<sup>2</sup>.
- 11 17. The packaged product of claim 8, wherein said product is a single-serve food product.
- 12 18. The packaged product of claim 8, wherein said product is selected from the group  
13 consisting of solids, powders, granules, tablets, liquids, semi-viscous liquids, pastes,  
14 gels, and gases.
- 15 19. The packaged product of claim 8, wherein said product is selected from the group  
16 consisting of single-serve sugar, sugar substitutes, salt, salt substitutes, pepper,  
17 ketchup, mayonnaise, mustard, and crackers.
- 18 20. The packaged product of claim 8, wherein said product is a single-serve condiment.
- 19 21. The packaged product of claim 8, wherein product information is imprinted on an  
20 exterior surface of said pouch sections and an advertising message is imprinted on  
21 said message section.
- 22 22. The packaged product of claim 21, wherein said advertising message pertains to a  
23 product or service other than the packaged product.
- 24 23. The packaged product of claim 8, wherein an advertising message is imprinted on  
25 said message section and said advertising message includes a manufacturer coupon  
26 redeemable by a consumer of said product which includes machine readable indicia  
27 associated therewith to facilitate automated processing of said coupon.
- 28 24. The packaged product of claim 23, wherein said manufacturer coupon includes a bar  
29 code associated therewith.

- 1 25. The packaged product of claim 23, wherein said manufacturer coupon includes a UPC  
2 bar code utilizing the UCC/EAN-128 Article Numbering System.
- 3 26. The packaged product of claim 8, wherein said pouch container is produced by  
4 folding and sealing a continuous web to provide a plurality of pouch containers  
5 connected to each other by said web and by cutting the web interconnecting said  
6 pouch containers to provide individual product units containing at least one pouch  
7 container.
- 8 27. The packaged product of claim 8, wherein said pouch container is produced by  
9 sealing two continuous webs together to provide a plurality of pouch containers  
10 connected to each other by said webs and by cutting said webs interconnecting said  
11 pouch containers to provide individual product units containing at least one pouch  
12 container.
- 13 28. A product packaged in a pouch container, said pouch container comprising a flexible  
14 imprintable substrate sheet; wherein:
- 15 (a) said substrate sheet comprises one or more pouch sections and at least one  
16 message section adjacent to a pouch section;
- 17 (b) wherein said substrate sheet is folded longitudinally such that the boundaries of  
18 said pouch sections overlap, the boundaries of said pouch sections being sealed  
19 together to define a sealed volume accommodating said product therein with said  
20 message section extending from a sealed boundary of said pouch section;
- 21 (c) wherein said message section provides a substrate on which an advertising  
22 message may be imprinted and viewed by a consumer of said product; and
- 23 (d) wherein said message section is separable from said pouch section and the sealed  
24 volume defined by said pouch section without compromising the integrity of said  
25 sealed volume.
- 26 29. The packaged product of claim 28, wherein:
- 27 (a) wherein said substrate sheet comprises a single, rectangular pouch section and a  
28 message section extending from a side thereof; and
- 29 (b) wherein said substrate sheet is folded in half along a line passing through said  
30 pouch section parallel to said side from which said message section extends to

1 provide two rectangular, overlaid folds, and the boundaries of said pouch section  
2 are sealed to define a generally rectangular-shaped sealed volume with said  
3 message section extending from the side of said sealed volume opposite said fold  
4 line.

5 30. The packaged product of claim 28, wherein:

- 6 (a) said substrate sheet comprises two generally rectangular pouch sections and a  
7 message section extending between said pouch sections;  
8 (b) wherein said substrate sheet is folded along a line passing through said message  
9 section such that said two pouch sections overlay each other and said pouch  
10 sections are sealed at the boundaries thereof to define a generally rectangular-  
11 shaped sealed volume with said message section extending from the side of said  
12 sealed volume proximate to said fold line.

13 31. The packaged product of claim 28, wherein:

- 14 (a) said substrate sheet comprises a generally rectangular pouch section and a  
15 message section extending from a side thereof; and  
16 (b) wherein said substrate sheet is folded in half along a line passing through said  
17 pouch section and said message section to provide two rectangular, overlaid folds,  
18 and the boundaries of said pouch section are sealed to define a generally  
19 rectangular-shaped sealed volume with said message section extending from a  
20 side of said sealed volume adjacent to said fold line.

21 32. The packaged product of claim 28, wherein:

- 22 (a) wherein said substrate sheet comprises a single, rectangular pouch section and a  
23 message section extending from a side thereof; and  
24 (b) wherein said substrate sheet is folded along two longitudinal fold lines passing  
25 through said pouch section parallel to said side from which said message section  
26 extends to provide two rectangular folds overlaying a third rectangular fold and  
27 the boundaries of said pouch section are sealed to define a generally rectangular-  
28 shaped sealed volume with said message section extending from a face of said  
29 pouch section.

30 33. The packaged product of claim 28, wherein:

- 1 (a) wherein said substrate sheet comprises a single, rectangular pouch section and a  
2 message section extending from a boundary thereof; and
- 3 (b) wherein said substrate sheet is folded along two fold lines passing through said  
4 pouch section to provide two rectangular folds overlaying a third rectangular fold  
5 and the boundaries of said pouch section are sealed to define a generally  
6 rectangular-shaped sealed volume with said message section extending from a  
7 transverse seal of said pouch section.
- 8 34. A product packaged in a pouch container, said pouch container comprising two  
9 flexible imprintable substrate sheets; wherein:
- 10 (a) said substrate sheets each comprise a pouch section and at least one of said  
11 substrate sheets comprises a message section adjacent to said pouch section  
12 thereon;
- 13 (b) wherein said pouch sections are superimposed on each other and sealed at the  
14 boundaries thereof to define a sealed volume accommodating said product therein;
- 15 (c) said message section provides a substrate on which an advertising message may  
16 be imprinted and viewed by a consumer of said product; and
- 17 (d) wherein said message section is separable from said pouch section and the sealed  
18 volume defined by said pouch sections without compromising the integrity of said  
19 sealed volume.
- 20 35. A product packaged in a pouch container, said pouch container comprising:
- 21 (a) one or two pouch sheets composed of a flexible imprintable substrate and defining  
22 a sealed volume accommodating said product; and
- 23 (b) a message sheet composed of an imprintable substrate, said message sheet being  
24 affixed to at least one of said pouch sheets on an exterior surface thereof and  
25 providing a substrate on which an advertising message may be imprinted and  
26 viewed by a consumer of said product;
- 27 (c) wherein said message sheet is separable from said pouch sheets and the sealed  
28 volume defined thereby without compromising the integrity of said sealed  
29 volume.

- 1 36. The packaged product of claim 35, wherein said pouch container comprises one  
2 pouch sheet, said pouch sheet being folded such that portions thereof overlay each  
3 other and said overlaid portions are sealed at the boundaries thereof to define a sealed  
4 volume accommodating said product therein.
- 5 37. The packaged product of claim 35, wherein said pouch container comprises two  
6 pouch sheets, said pouch sheets being superimposed on each other and sealed at the  
7 boundaries thereof to define a sealed volume accommodating said product therein.
- 8 38. The packaged product of claim 35, wherein said pouch container comprises one  
9 pouch sheet, wherein said pouch sheet is folded along two longitudinal fold lines and  
10 the boundaries of said pouch sheet are sealed to define a sealed volume  
11 accommodating said product therein.
- 12 39. A product packaged in a pouch container, said pouch container comprising:  
13 (a) one or two pouch sheets composed of a flexible imprintable substrate sheets and  
14 defining a sealed volume accommodating said product,  
15 (b) wherein at least one of said pouch sheets is comprised by a laminate sheet  
16 comprising said pouch sheet and a message sheet, said message sheet being  
17 composed of an imprintable substrate and providing a substrate on which an  
18 advertising message may be imprinted and viewed by a consumer of said product;  
19 and  
20 (c) wherein said message sheet is separable from said laminate sheet and the sealed  
21 volume defined by said pouch sheets without compromising the integrity of said  
22 sealed volume.
- 23 40. The packaged product of claim 39, wherein said pouch container comprises:  
24 (a) a laminate sheet comprising a pouch sheet and a message sheet;  
25 (b) wherein said laminate sheet is folded such that the boundaries of said pouch sheet  
26 overlap and are sealed together to define a sealed volume accommodating said  
27 product within said pouch substrate sheet.
- 28 41. The packaged product of claim 39, wherein said pouch container comprises:  
29 (a) two pouch sheets, wherein at least one of said pouch sheets is comprised by a  
30 laminate sheet comprising said pouch sheet and said message sheet; and

1 (b) wherein said pouch sheets are superimposed such that the boundaries of said  
2 pouch sheets overlap and are sealed together to define a sealed volume  
3 accommodating said product with said pouch sheets.  
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